

Summer is coming!



**Utah Governor's Office of  
Economic Development**

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**Stranded Tourists  
Thankful to Utah Locals**

What began as a road-trip to explore the famed American Southwest went terribly wrong on a lonely gravel road between Bryce Canyon and Lake Powell.

On "holiday" from Belgium, the Vancompermolle and Draps families had just finished their tour of Zion and Bryce Canyon National Parks the morning of April 3rd. On the drive out from Ruby's Inn at Bryce, they stopped at a gas station to get the best "local" directions to Lake Powell. Since their rental-car GPS was indicating a backtrack route through US 89 south to Kanab and east to Big Water, they were looking for a shorter direct route. Being told both at Cannonville and the Grand-Staircase Escalante NM visitor center that the van they were driving was up to the task, they decided to continue south on the gravel road shortcut that would take them past spectacular high desert scenery like Grosvenor Arch and Kodachrome Basin State Park.

see RESCUE, page 2 >>



Leigh von der Esch

**From The Managing Director**

This newsletter is green for a reason - to remind us that sustainable tourism is a hot topic as industry professionals increasingly stress the importance of environmentally-friendly

travel. Certainly it is important to our Utah hoteliers and resorts as they continually find new ways to reduce carbon footprints through energy conservation, encourage responsible water usage and support innovative recycling efforts. Over the next year

we will be highlighting businesses and individuals who are making a difference in our sustainable tourism industry.

Though gas prices have been on the rise, we have many reasons to believe our summer season will be a busy one with many Utah lodging properties showing brisk bookings. All reports indicate that our international travel continues to increase, and requests for Utah Travel Guides are keeping pace with last year's figures. The expanded 168-page 2008 issue has been added to our website at [www.utah.travel](http://www.utah.travel), where visitors may now view an interactive version online, flipping pages just as they would a hard copy without the cost of printing and



Photo: Steve Greenwood

**Frontrunner Makes Big  
North Wasatch Debut**

If you drive along I-15 between SLC and Ogden, chances are you'll now see the signature red, white and blue of UTA's Frontrunner commuter rail trains. Or better yet, skip the freeway and join 120 of your closest friends on one of the bilevel train cars, catching up on email or reading a book while reducing road congestion, saving money and reducing your carbon emissions.

see FRONTRUNNER, page 2 >>

**INSIDE**

**UOT Scenic Calendar  
Captures Int'l Awards**

Named best scenic photography & graphic design in the world by Calendar Marketing Association

**Utah Ranked Best  
Managed State**

Receives a solid 'A' in money management

**Belgian Family Rescued  
From Utah Outback**

Thankful to Kane County and Utah Hospitality

**Finding Love And  
Life In Utah**

Michael Vick's (right) dogs thriving at Best Friends Animal Sanctuary

**Co-op Newspaper Ads  
Hit One Million Homes**

Madden inserts placed in key western states

**Utah Best Managed State In US**

Utah has been named the best managed state in the nation, based on the most authoritative and respected review of States, the Pew Center on States' 2008 report. Utah's top spot with the highest grade point average is an improvement over the State's previous No. 2 ranking.



Performance.utah.gov provides public reporting on the efficiency metrics for each state agency

see MANAGED, page 2 >>

**VICKtory Dogs Living The Good Life In Utah**



Photo: Molly Wald, Best Friends Animal Society

Dogtown personnel manager Ed Fritz and Little Red snuggle up

When the Michael Vick dog fighting scandal erupted it made headlines in the sporting community and across the country. Few people, including PETA, thought these physically and emotionally abused animals could ever be saved; but one well-known Utah organization is giving 22 of these Vicktory Dogs (notice the spelling) a second chance at life.

Best Friends Animal Sanctuary is a sprawling 3,700 acre ranch-style refuge located five miles north of Kanab and surrounded by 30,000 acres of leased federal land in beautiful Angel Canyon.

see VICKTORY, page 2 >>



## MANAGED from 1

"Utah taxpayers are definitely getting the best bang for their buck," Governor Huntsman said. "We continue to work like never before to cross boundaries in state government to create an infrastructure that is effective and efficient."

Utah received the only solid 'A' in money management, thanks to a cooperative and proactive approach in dealing with state financial issues.

Utah was also recognized for its performance management. The State's recent balance scorecard

initiative and performance website, performance.utah.gov, both promote continuous improvement and greater transparency in state government.

The Grading the States 2008 Report's findings are

## FRONTRUNNER from 1

The highly anticipated northern spur, featuring eight stations between the SLC intermodal hub and Pleasant View, is the first leg of an eventual line to connect Pleasant View to the north and Payson to the south.

Passengers will be whisked between stations at up to 79 miles per hour on trains sized from three to 10 passenger cars.

"It was so busy you couldn't get on the train in Salt Lake, given the free ride day," commented Clayton Scrivner, UOT staff member who decided to test the wheels on the April 26 opening day. "Once you were

able to get on it was a smooth ride, and the passenger cars are very nice."

UTA expects 5,900 riders daily, with that figure ramping up to 12,600 by 2025.

The latest installment in UTA's overall mass-transit plan is the first stage of an expansion that will include 70 miles of new track in seven years, or by 2015. The existing light-rail line between SLC and Sandy will be extended to Draper, a line will be built to the airport, separate West Valley and Mid-Jordan lines will service the west side of the SL valley, and

### Riding The Train

- > 1 hour from SLC to Ogden
- > M-F: 9 am to midnight / Sat: 7 am to midnight
- > Train every 30 minutes / 1 hour nights & Sat.
- > Bikes permitted on lower levels
- > \$2.50 one-way base fare / \$.50 for each add. station / maximum of \$5.50 to end of line
- > \$145 monthly passes



Photo: Steve Greenwood

## RESCUE from 1

Everything went as planned until, after driving about 40 miles, the group took the Grosvenor Arch turnoff down an even rougher, deserted road. With five miles yet to go back to the main gravel road, they drove through a patch of cactus, puncturing a tire. From there began a four-day lesson in survival and human compassion.

Once it became clear that driving any farther wasn't an option and the sand wouldn't allow for the jack to get a solid footing, they decided the two women, with nothing but a small bottle of water, shawl and one apple, would leave the group to go look for help while Patrick (Mr. Vancompernelle) stayed behind to look after the four young children, all under 12. They would survive on one bottle of water and two apples, licking the morning condensation off the van windows to get any water they

could.

By noon of day two, the water and apples were gone and still no help had arrived. The barking of the coyotes, which they had mistaken for police dogs, was the only glimmer of hope for three days.

By the second night the children started to panic. Patrick began to worry that his wife and her friend, who had left to find help, had fallen down a ravine or sustained some sort of injury. This was a concern he had to keep from the children.

By day three, Benjamin, the youngest son, began vomiting, was dehydrated and barely conscious. A decision was made that if no help arrived by morning, they would begin walking the opposite direction to find help. Patrick kept the children busy preparing knapsacks and sleeping under a tree lined with clothing for shade.

Finally, at about 2 pm on day

three, a white jeep drove by. In the meantime, the two women who had left for help three days earlier were finally discovered by ATVs just two miles from the end of the gravel road at Big Water. They had been sleeping in the freezing cold of the desert night with just a shawl, bottle of water and an apple.

From there, four jeeps and a plane were dispatched to search for the stranded family. By 5 pm they were discovered by the plane, and just a couple of hours later the jeep with Sheriff Lamont Smith and the two women arrived for a joyous reunion. Sheriff Smith rushed Ben, who was desperately weak from dehydration, and the rest of the family to the Kanab hospital via a bumpier but faster road.

Finally safe in Kanab, the Sheriff's Office took care of all the hospital costs, found them

hotel rooms, and sent deputies out to retrieve the stranded minivan. This was an all-day process.

This story ran in Belgium's largest daily newspaper with circulation of more than one million. The families express their sincere thanks and gratitude to the Kane County Sheriff Department, Kane County Hospital and the people of Kanab for their compassion and competence.

When they asked Sheriff Smith what they could do to repay the rescuers, he merely said, "Just promise to come back." And they have promised to come back, since "what doesn't kill you makes you stronger."

**Remember... Always take plenty of water when accessing Utah's backcountry!**

## Making News

*Chicago Sun Times:* (AP Story on Zion picked up Nationwide): *Zion National Park: A righteous retreat from cold.*

*Chicago Tribune:* In Utah, Park City is expected to have good skiing through mid-April.

*Deseret Morning News:* *China goes West: Utah companies prepare for more Chinese tourists.*

*Deseret Morning News:* Utah No. 2 in U.S. livability rankings. "This impressive ranking is a reflection of our state's unparalleled quality of life and exemplary economic success," Gov. Jon Huntsman Jr. said in a statement. "Utah truly offers 'Life Elevated.'"

*Dominican Today:* Locations for future Jack Nicklaus Golf Clubs will encompass some of the world's most sought-after markets and destinations. Current JNGC sites include Tuscany; Scotland; New Zealand; Royal Island (Bahamas); St. Lucia and Anguilla in the Eastern Caribbean; the Patagonia region of Argentina; Vancouver Island in Canada; and Mount Holly, a private ski destination in Utah.

*Eureka Reporter:* North Coast residents will have a third air carrier option starting June 5. The decision by Delta Air Lines to offer two flights a day to its Salt Lake City hub in Utah prompted a statistical search to compare Salt Lake City's 2007 performance to San Francisco's.

*KSL Television:* Weak economy not hurting Utah tourism.

*Salt Lake Tribune:* *Ski resorts wrap up solid season.* UOT Marketing efforts mentioned.

*Salt Lake Tribune:* "Life Elevated" state calendar again wins world, national awards.

*Salt Lake Tribune:* Ski Utah and UOT's San Diego Spring Campaign.

*Salt Lake Tribune:* *Cost too high: Power not worth threat to Bear Lake,* Tribune Editorial.



Clockwise from bottom left: Snapshot of the badlands where the families were stranded; Patrick Vancompernelle contemplates what to do next; Nanou & Inga Vancompernelle, Sheriff Lamont Smith, Sandrine Draps and a member of Kane County Search & Rescue following the ordeal; Ben, Inga, Sean and Nanou Vancompernelle

## VICTORY from 1

The nation's largest companion animal sanctuary, it is home to over 2,000 animals ranging from dogs, cats and horses to squirrels, birds and various other creatures. Animals arrive at the sanctuary from all over the world, primarily from shelters that don't have the resources to keep them or where they would otherwise be destroyed. These animals are placed in new homes or allowed to live out their days among the deer, birds, lizards and occasional

roadrunners that inhabit the natural environment of the sanctuary. A typical day consists of plenty of

For more information or visitor/volunteer opportunities:

**435-644-2001**  
**www.bestfriends.org**

playtime and companionship, music therapy and even the occasional slumber party.

Each year more than 27,000 visitors spend time at Best Friends, with tours

and animal visit opportunities available every day. BFAS provides regular updates and assessments of the Victory Dogs on their website. And while volunteers are not allowed to work directly with the Victory dogs, people are welcome to come work with other sanctuary animals to help them get ready for placement into new homes. Or perhaps it is the human visitors and volunteers who are to be taught lessons of compassion and companionship from these fellow



Photo: Molly Walsh, Best Friends Animal Society

Dogtown caregiver Ethan Gurney gets a big kiss from Lucas



## Spotlight: Council Hall Welcome Ctr.



Alana Robison (left) and Sara McKinney

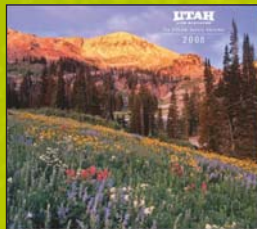
In keeping with the reopening of the State Capitol building, UOT is making changes to the welcome center and ZNHA bookstore at Council Hall. Alana Robison was recently promoted to the post of center manager, and Sara McKinney has been hired as a travel information specialist.

Traditionally serving 45,000 plus visitors per year, Council Hall tourist numbers are expected to increase substantially over the coming months with tour buses and school groups making a return to the Hill. UOT is in the process of investing in new "Live Elevated" branded signage throughout the facility, new carpet, service counter and a general reorganization of the space.

"It's been exciting to see the changes we've been able to make in a short period of time," Alana remarked. "If you haven't been here in awhile, you'll be surprised how inviting it feels."

The Council Hall welcome center & bookstore is comprised jointly by UOT

## 2008 Scenic Calendar Wins Top International Honors

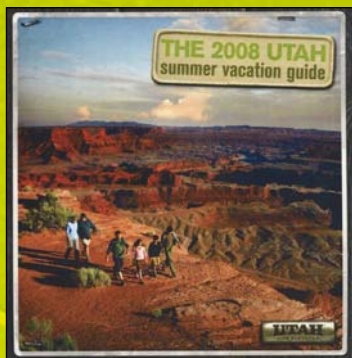


This year's Utah Scenic Calendar has been honored with multiple awards by the Calendar Marketing Association, an international organization representing the calendar publishing and printing industry. Published by the Utah Office of Tourism, it has become an annual fixture in the contest, making a name for itself with stunning

photography and sharp graphic design.

The 2008 calendar garnered five Gold Awards in the National and World competitions for best scenic photography, most informative and best graphic design. The calendar was also a finalist in the competition's (top honor) "Best in Show" award.

## Spring Newspaper Campaign Targets One Million Households



Once again, UOT partnered with tourism marketing agencies from around the state in a media buy targeting one million affluent traveler households in key western states (California, Arizona, Colorado, and Nevada). In addition, the "Life Elevated" content promoted in the inserts will also be featured on the popular website VacationFun.com.

Research conducted by Temple University's National Laboratory for Tourism and eCommerce has indicated that between 77 percent

and 90 percent of the consumers who respond to the marketing effort by ordering Utah travel planning information will likely visit the state over the next two years, with a majority expected to make visits in 2008.

The electronic components include two "Come to Utah" email campaigns to travelers who have requested travel planning assistance. Consumers who visit VacationFun.com will be able to order free printed Utah travel guides and brochures for mail

## Governor's Economic Summit '08: Utah Poised to Outperform US Average

Over 1,000 business leaders from Utah, a number of other states and Canada recently met at the second annual Governor's Economic Summit held at the SLC Grand America Hotel. Each came with his or her own set of questions and interests regarding the health and future of Utah's economy.

"Our state is resilient and it is strong, and I believe we are going to remain such," remarked Governor Jon

Huntsman in his keynote address. "Yes, we are cruising along at 30,000 feet and are experiencing some wind shears generally tied to the nation's economy, but we're doing fine. Just promise me this: in our own individual corners of life, ... we [must] not allow the nation's picture to somehow cloud our own thinking."

In twenty hours of breakout sessions such as "Entrepreneurship"

and "Business Tools," topics were covered from the strength of Utah manufacturing to driving a business in the digital revolution. Nearly 100 experts shared their knowledge with attendees amongst a climate that encouraged new business relationships to be formed.

Once again the Governor's focus on broad-based economic development was emphasized as the best course to move

## UOT Names New Research Coordinator And Visual Program Specialist



James Buchanan

The Utah Office of Tourism is pleased to announce that Jim Buchanan has been named the office's new Research Coordinator, replacing Dave Williams who was appointed Deputy Director for Marketing. A financial analyst with GOED since 2007, Jim comes to the office with extensive experience in business

management and financial analysis, having worked with First Health, Merrick Bank, Unishippers / Van Wagner Enterprises and Prosper Learning.

Jim attended the University of Tennessee, earning a B.S. in Business Management and later an M.P.A. from Brigham Young University. Jim lives in Sandy and enjoys spending time with his

Matt Morgan recently joined the Utah Office of Tourism to head up the online digital photo library and work with various in-house graphic design and marketing support projects. A Utah native, Matt was born in Coalville, grew up in Bountiful and later attended Salt Lake Community College and the Brooks Institute of

Photography in Santa Barbara, Ca, earning degrees in General Studies and Photography.

Matt comes to the office with an extensive background in still photography and film, having worked with local photographers and later on the *Touched by an Angel* and *Everwood* television series. Recently, Matt has done freelance work for several feature films,



Matt Morgan

### UTAH OFFICE OF TOURISM EVENTS CALENDAR

5/10-14	<i>Le Figaro</i> : Eight Most Beautiful Trips in a Lifetime Feature	5/29-6/1	Northern Utah Pow Wow Fam - International	6/13	Tourism Board Meeting, Blanding
5/11-17	UOT International Reps Explore Northern Utah	5/31 - 6/4	Pow Wow Las Vegas	6-21-7/1	<i>Sunday Mirror</i> Follows Butch Cassidy's Trail
5/12	Tourism Board Meeting, Salt Lake City	May	French Author Writing Luxury Travel Book Including National Parks	July	Chinese Tour Ops Begin Yellowstone Journey in Utah
5/15-30	<i>Arte TV</i> , Europe's #1 Culture Channel Creates Dinosaur Documentary	6/5-10	French Tour Ops Explore Grand Staircase Post Pow Wow	July	Prometour of France To Create Salt Lake Incentive Programs
5/20-6/3	<i>America Journal</i> of Germany Develops Southwest Feature	6/5-9	Italian Tour Op Visiting National Parks Post Pow Wow	8/8	Tourism Board Meeting, Cedar City
5/27-6/4	Canadian Travel Guide, <i>Ulysses</i> , Updates Utah Vacation Tips	6/5-7	UK Tour Op Creates Winter Coach Tour Post Pow Wow	9/6-14	German Sales Mission
5/27-28	German Photographer Camps in Monument Valley	6/7-8	<i>Sunset</i> Consumer Show	9/12	Tourism Board Meeting, Torrey
5/28-6/1	Southern Utah Pow Wow Fam - International	6/9-15	UK Media Group Test Utah's Rivers	10/10	Tourism Board Meeting, Logan



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Spring 2008 Newsletter of the Utah Office of Tourism

## High School Musical 3 Starts Filming in SLC



On location at East High: the set of *High School Musical 3*

Once again, the producers of High School Musical chose Utah to film the latest installment of the hugely successful *Disney Channel* franchise. Competing with states like New Mexico & Louisiana, Utah's film incentives,

incredible filming locations and abundance of local talent made Utah stand out again for number three.

"The performing arts are big in Utah," says state film commissioner Marshall Moore. "We have dance companies and a local acting pool that, were these films to go elsewhere, producers would have to bring in from the outside."

On-location work began on May 3 and continues for 54 days at various sites throughout the valley. East High School, featured prominently in all three movies, continues with large numbers of tourists looking to catch a glimpse of the now-famous building.

## Utah Office Of Tourism Wishes You A Happy Spring

*(and come tour Utah's beautiful, newly-restored Capitol!)*



(L to R)  
Back Row: Barbara Bloedorn, Stan Nance, Dominic Brown, Jim Buchanan, Trevor Snarr, Ricky Flores  
3rd Row: Clayton Scrivner, Gerry Pond, Florence Johnson, Dave Hansford, Ben Dodds, Derek Mellus  
2nd Row: Lorraine Daly, Kelly Day, Alana Robison, Rebecca Katz, Patti Denny, Sara McKinney, Tammy Villa-Humphreys, Diane Wilson  
Front Row: Matt Morgan, David Williams, Marshall Moore, Leigh von der Esch, Tracie Cayford, Chad Davis, Leela Beaudry

Contributing Writers: Alana Robison, Clayton Scrivner, Michael Sullivan, Sara McKinney